

This file was updated on  
8/18/20 to include the traffic  
received and accepted from  
Senate Leadership Fund.



# Political Broadcast Agreement Form for Non-Candidate/Issue Advertisements (PB-19)





## Political Broadcast Agreement Form for Non-Candidate/Issue Advertisements (PB-19)

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This form may serve as a model agreement for the sale of political broadcast advertising time and to facilitate compliance with the Federal Communications Commission's (FCC) record retention requirements. Broadcasters seeking information on how the FCC's political broadcast rules and record retention requirements apply to their specific circumstances should seek the advice of their own attorney.

**Please note:**

**You will be prompted to save this form after each entry of your electronic signature. Make sure to re-save the form if you enter any information after entering your electronic signature.**

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A companion to this form is NAB's Political Broadcast Catechism. To assist with your understanding of the political advertising rules, an all-new Political Advertising Primer course will become available via Broadcast Education in March 2020.

Broadcast Education is NAB's home for online educational offerings, including live and on-demand webcasts, podcasts and certificate courses. For more information, visit [education.nab.org](https://www.nab.org/education).

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit [nab.org/MemberTools](https://www.nab.org/MemberTools).

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Main Street Media Group, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

**Check one:**

- Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by:

Agency name: Main Street Media Group

Address: PO Box 25093 Alexandria, VA 22313

Contact: Media Buyer

Phone number: 703-485-0398

Email: info@msg.tv

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: Senate Leadership Fund

Address: 45 North Hill Drive, Suite 100 Warrenton, VA 20186

Contact: Jack Pandol

Phone number: 703-574-3044

Email: Info@senateleadershipfund.org

Station is authorized to announce the time as paid for by such person or entity.

List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary):

President: Steven Law Treasurer: Caleb Crosby

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

N/A

Name(s) of every candidate referred to: Theresa Greenfield

Office(s) sought by such candidate(s) (no acronyms or abbreviations): U.S. Senate

Date of election: 11/3/2020

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

N/A



THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor

Station Representative

Signature:

Signature:

Name: Media Buyer

Name:

Julie Hein

Date of Request to Purchase Ad Time:

8/7/20

Date of Station Agreement to Sell Time:

8/7/20

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?

Yes

No

Date ad received:

8/18/20

**Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).**

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

Accepted

Accepted IN PART (e.g., ad not received to determine content)\*

Rejected – provide reason:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #:

Station Call Letters:

KZIA

Date Received/Requested:

8/18/20

Est. #:

5538

Station Location:

Cedar Rapids

Run Start and End Dates:

8/19-8/25/20

**For national issue ads only (not required for state/local issue ads):**

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.





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Non-Candidate/Issue Advertisements (PB-19)



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Contact: Media Buyer

Phone number: 703-485-0398

Email: info@msg.tv

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Address: 45 North Hill Drive, Suite 100 Warrenton, VA 20186

Contact: Jack Pandol

Phone number: 703-574-3044

Email: Info@senateleadershipfund.org

Station is authorized to announce the time as paid for by such person or entity.

**List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary):**

President: Steven Law Treasurer: Caleb Crosby

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

**If ad refers to a federal candidate(s) or federal election, list ALL of the following:**

N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations): U.S. Senate

Date of election: 11/3/2020


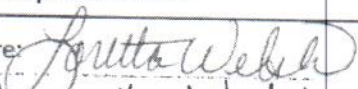
**Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:**

N/A



**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

<b>Advertiser/Sponsor</b>	<b>Station Representative</b>
Signature: 	Signature: 
Name: Media Buyer	Name: Loretta Welsh
Date of Request to Purchase Ad Time: 3/23/2020	Date of Station Agreement to Sell Time: 8/7/20

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: \_\_\_\_\_

**Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).**

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

Accepted  
 Accepted IN PART (e.g., ad not received to determine content)\*  
 Rejected - provide reason:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #:	Station Call Letters: KZIA-FM	Date Received/Requested: 8/7/20
Est. #: 5538	Station Location: Cedar Rapids, IA	Run Start and End Dates: 8/19/20-8/25/20

**For national issue ads only (not required for state/local issue ads):**

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

STATION:	KZIA-FM	ORDER#:	3175482	DATE:	08/07/2020
MARKET:	Cedar Rapids, IA	AMOUNT:	\$1,700.00	AGENCY:	MEDIA FINANCIAL SERVICES
REP:	Local Focus Radio	SPOTS:	10		Invoices@MediaFinancial.com
MOD:	Stn Ver: 1 Last:				
SALES OFFICE:	PHILADELPHIA	SLS PH:	216 535 3967		
SALESPERSON:	Linley Grande	SLS FAX:	N/A		
SLS EMAIL:	Linley.Grande@GenMediaPartners.com				
AGENCY:	MEDIA FINANCIAL SERVICES	AGY CLI:		CONTRACT # FOR INVOICING	4385538
ADVERTISER:	Senate Leadership Fund	AGY PRD:		INVOICE:	MEDIA FINANCIAL SERVICES
PRODUCT:	Est 5538 Iowa Wed 8/19-Tues 8/25	AGY EST:	5538		Invoices@MediaFinancial.com
FLIGHT:	08-19-2020 TO 8/25/2020	[X]Unwired [ ]Spot [ ]Mod			
TOT # OF DAYS:	7				
PRIM. DEMO:	Adults 35+	[X]Cash [ ]Trade			
SEC. DEMO:		SPOT TYPE:		LAST SENT:	08/06/2020 21:16

**COMMENTS**

[Rep Comment] 08/06/2020: New order. NAB, Traffic and Payment will be sent closer to start date. Please confirm within 24 hours in RX if you are set up or to lauren.welch@genmediapartners.com. Thanks!

All orders are placed daily. Spots cannot be moved from one day to the next without express written consent from the Buyer.

Invoices must include the estimate number. Please include it in the product line.

THIS IS AN UNWIRED NETWORK ORDER. SEND INVOICES ELECTRONICALLY OR TO INVOICES@MEDIA FINANCIAL.COM BY THE 3RD OF THE MTH AFTER THE BROADCAST MTH HAS AIRED. MFS ELECTRONIC INVOICES: RADIOINVOICES.COM: RI12580 OR 9912580; MARKETRON: 120873; SpotData: IDB#1828; EMEDIATRADE:EMT10263.

ONLY UPON PAYMENT FROM THE AGY WILL MFS REMIT TO STATION. PAYMENT TO STATION WILL BE PROCESSED WITHIN 7 DAYS AFTER RECEIPT FROM AGENCY.

We will follow up prior to the start of each estimate with new traffic and payment for each flight.

DAY#1		8/19/2020 To 8/19/2020					TOT \$340.00			TOTAL SPOTS 2	
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		..W....	6:00AM	10:00AM	60	8/19/2020	8/19/2020	2	\$170	\$340

DAY#2		8/20/2020 To 8/20/2020					TOT \$340.00			TOTAL SPOTS 2	
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		...T...	6:00AM	10:00AM	60	8/20/2020	8/20/2020	2	\$170	\$340



<b>STATION:</b> KZIA-FM	<b>ORDER#:</b> 3175482	<b>DATE:</b> 08/07/2020
<b>MARKET:</b> Cedar Rapids, IA	<b>AMOUNT:</b> \$1,700.00	<b>AGENCY:</b> MEDIA FINANCIAL SERVICES
<b>REP:</b> Local Focus Radio	<b>SPOTS:</b> 10	Invoices@MediaFinancial.com
<b>MOD:</b> Stn Ver: 1 Last:		
<b>SALES OFFICE:</b> PHILADELPHIA	<b>SLS PH:</b> 216 535 3967	
<b>SALESPERSON:</b> Linley Grande	<b>SLS FAX:</b> N/A	
<b>SLS EMAIL:</b> Linley.Grande@GenMediaPartners.com		
<b>AGENCY:</b> MEDIA FINANCIAL SERVICES	<b>AGY CLI:</b>	<b>CONTRACT # FOR INVOICING 4385538</b>
<b>ADVERTISER:</b> Senate Leadership Fund	<b>AGY PRD:</b>	<b>INVOICE:</b> MEDIA FINANCIAL SERVICES
<b>PRODUCT:</b> Est 5538 Iowa Wed 8/19-Tues 8/25	<b>AGY EST:</b> 5538	Invoices@MediaFinancial.com
<b>FLIGHT:</b> 08-19-2020 TO 8/25/2020	[X]Unwired [ ]Spot [ ]Mod	
<b>TOT # OF DAYS:</b> 7		
<b>PRIM. DEMO:</b> Adults 35+	[X]Cash [ ]Trade	
<b>SEC. DEMO:</b>	<b>SPOT TYPE:</b>	<b>LAST SENT:</b> 08/06/2020 21:16

<b>DAY#3</b>	<b>8/21/2020 To 8/21/2020</b>	<b>TOT \$340.00</b>	<b>TOTAL SPOTS 2</b>
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MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		....F..	6:00AM	10:00AM	60	8/21/2020	8/21/2020	2	\$170	\$340

<b>DAY#6</b>	<b>8/24/2020 To 8/24/2020</b>	<b>TOT \$340.00</b>	<b>TOTAL SPOTS 2</b>
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MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		M.....	6:00AM	10:00AM	60	8/24/2020	8/24/2020	2	\$170	\$340

<b>DAY#7</b>	<b>8/25/2020 To 8/25/2020</b>	<b>TOT \$340.00</b>	<b>TOTAL SPOTS 2</b>
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MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		.T.....	6:00AM	10:00AM	60	8/25/2020	8/25/2020	2	\$170	\$340

TOTAL	Aug										Total
SPOT	10										10
CASH	1,700.00										1,700.00
TOTAL	1,700.00										1,700.00